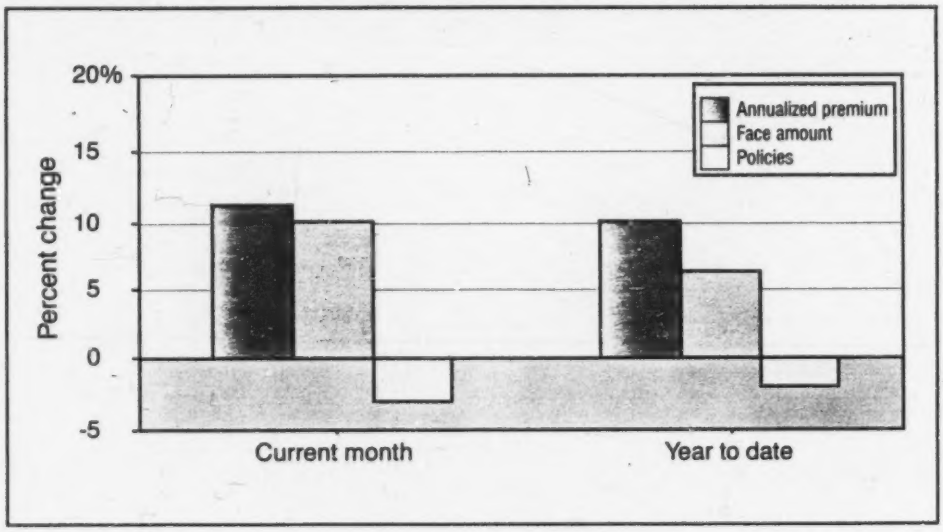
AC225-2

I/R Code 47.40
**February 1996**

# MONTHLY SURVEY OF LIFE INSURANCE SALES IN CANADA

## 34 Companies

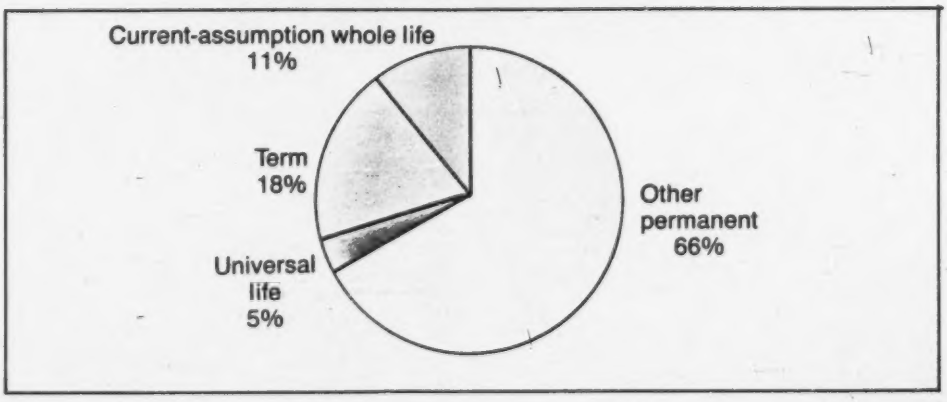
### Growth Rates This Month and This Year




## Individual Products

### Annualized Premium Market Share by Product

14 Companies – Year to Date

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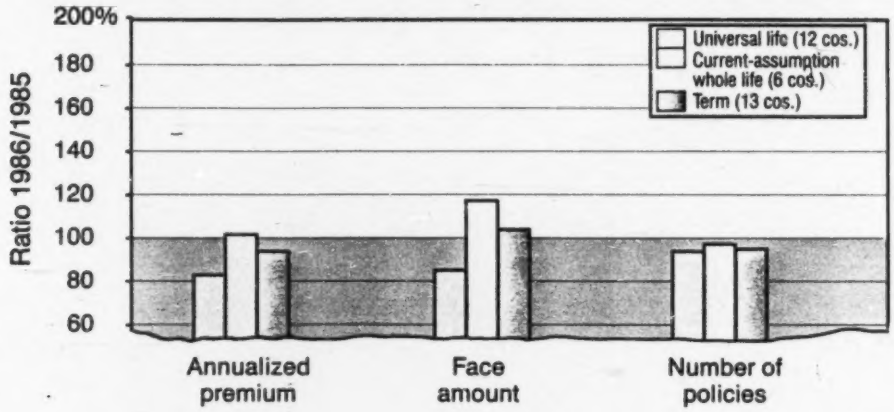
*Profit from our research.*

# Individual Products (cont.)

## Comparisons with Last Year – Year to Date

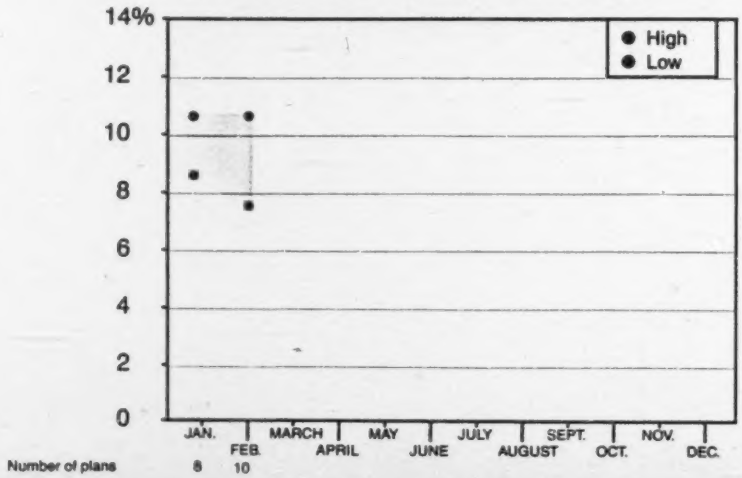



## Policy Characteristics by Product

| | | Premium per $1,000 | Average size policy | Premium per policy |
|---|---|---|---|---|
| Universal life (12 cos.) | Month | $8.35 | $ 78,702 | $657 |
| | Year to date | $8.63 | $ 78,277 | $675 |
| | Year-to-date ratio | 96% | 91% | 87% |
| Current-assumption whole life (6 cos.) | Month | $4.37 | $ 68,347 | $298 |
| | Year to date | $4.24 | $ 68,071 | $289 |
| | Year-to-date ratio | 87% | 119% | 104% |
| Term (13 cos.) | Month | $2.81 | $133,135 | $374 |
| | Year to date | $2.79 | $135,683 | $379 |
| | Year-to-date ratio | 90% | 109% | 98% |
| Total sales (34 cos.) | Month | $7.39 | $ 68,134 | $504 |
| | Year to date | $7.39 | $ 69,215 | $512 |
| | Year-to-date ratio | 104% | 108% | 113% |

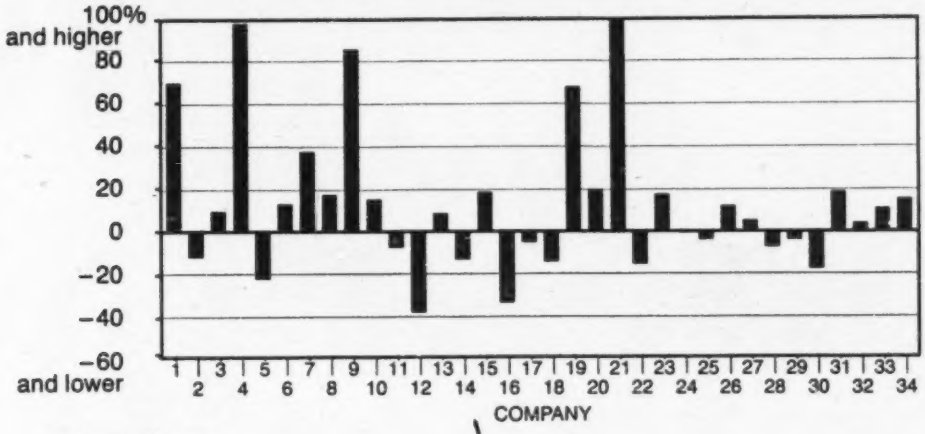
# Universal Life Interest Rates

## 1986 Interest Rate Range



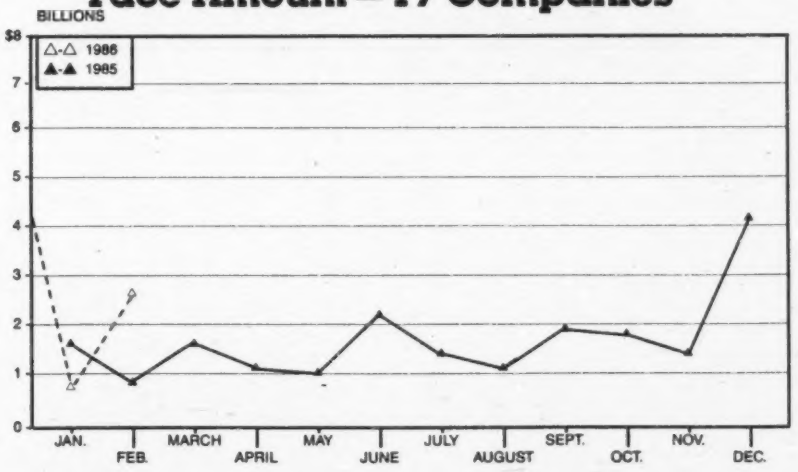
# Growth Rates by Company

## Annualized Premium Growth – Year to Date

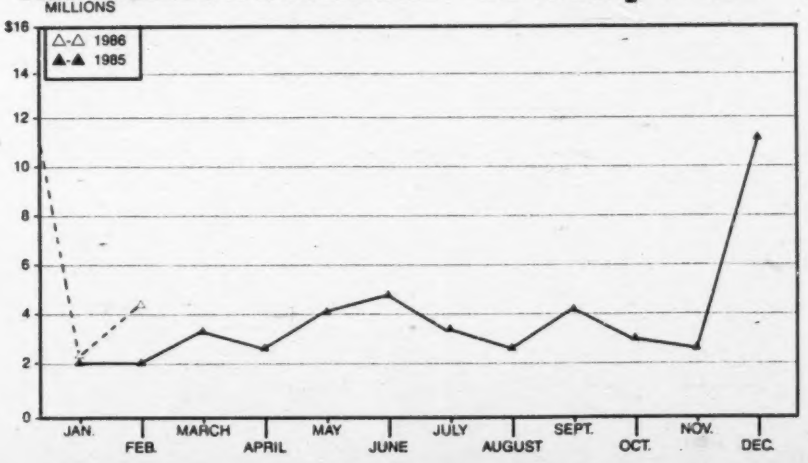



# Group Sales

## Face Amount – 17 Companies




## Annualized Premium – 11 Companies



# February Data

| | Annualized premium (000) | Face amount (000) | Number of policies |
|---|---|---|---|
| Ordinary | | | |
| Month | $37,146 | $5,023,669 | 73,732 |
| Year to date | $67,298 | $9,106,031 | 131,562 |
| Group | | | |
| Month | $ 4,265 | $2,676,061 | – |
| Year to date | $ 6,833 | $3,537,410 | – |

# About the Survey

This survey gives ordinary sales results of a group of companies that report three measures of sales performance—face amount (volume), annualized premiums, and number of policies. From these data, premium per $1,000, average size policy, and premium per policy, as well as trends in those statistics, are derived. Sales results by product are also shown for a subset of the contributing companies.

The definition of new sales excludes revivals, indexed increases, dividend additions, reinsurance acquired, credit insurance (coverage of obligations not exceeding 120 months' duration), and products without insurance (such as annuities and Canadian pension bonds). The data include mass-marketed ordinary business.

The ordinary results are based on the experience of 34 companies plus four subsidiary companies operating in Canada. The contributors represent 76 percent of the 1984 Canadian ordinary volume sold. Since no industry data are available on total annualized new ordinary premiums, the proportion of total premiums represented by these companies cannot be determined. The business of these contributors may not represent the industry proportions of participating and nonparticipating policies and of term and permanent insurance sold; therefore, statistics (such as premium per $1,000) derived from the experience of the contributors may not represent the experience of the industry as a whole.

The survey also provides group sales volume and annualized premiums under new or amended contracts. These results are based on the experience of 17 companies operating in Canada. The contributors represent 60 percent of the 1984 Canadian volume of new or amended group contracts.

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